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IN THE HIGH COURT OF JUDICATURE AT MADRAS

DATED: 16.06.2025

CORAM

THE HONOURABLE MR JUSTICE C.V. KARTHIKEYAN

A No. 2655 of 2025

in

C.S.DR.No.87742 of 2025

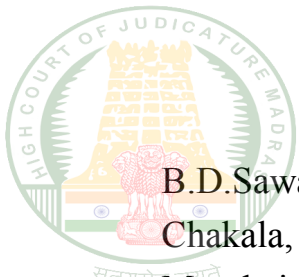
Reckitt Benckiser (India) Pvt. Ltd.,
Rep. by its Authorized Signatory
Ms.Pallavi Bhushan
Having its registered office at:
DLF Cyberpark,
6th and 7th (Tower C), 405B
Udyog Vihar Phase – Til
Sector 20, Gurugram - 122016

Applicant / Plaintiff

Vs

1. The Advertising Standards Council of India,
Having its registered office at:
A-420, Floor No.4,
Aurus Chambers, S.S.Amrutwar Marg,
Behind Mahindra Towers,
Worli, Mumbai – 400 013, Maharashtra.
Email: contact@ascionline.in

2.Hindustan Unilever Ltd.,
Having its registered office at:
Unilever House,



B.D.Sawant Marg,
Chakala, Andheri (East),
Mumbai – 400 099,
Maharashtra.

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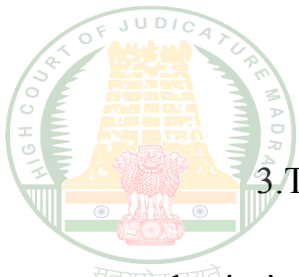
Respondent/Defendant

For Applicant(s): Mr.P.S.Raman, Senior Counsel
For Mr.A.B.Rajasekaran

ORDER

This Application has been filed seeking leave to institute a suit within the jurisdiction of this Court taking advantage of Order II Rule 1 of the Original Side Rules and Clause 12 of the Letters Patent.

2.The learned Senior Counsel for the plaintiff / applicant contended that the suit had been filed raising objections against an advertisement. It is claimed that the advertisement had also been put up within the jurisdiction of this Court, though the defendants carry on business outside the jurisdiction of this Court. Since the defendants are carrying on business outside the jurisdiction of this Court, leave is sought. It is contended that the advertisement having been reflected within the jurisdiction of this Court, the Court would have jurisdiction to examine the issues raised.



3. Taking that factor into consideration, leave to institute the suit within the jurisdiction of this Court is granted. Accordingly, this application stands allowed. The Registry may number the suit, if it is otherwise in order.

16.06.2025

smv

Index: Yes/No

Speaking/Non-speaking order

Internet: Yes

Neutral Citation: Yes/No



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C.V.KARTHIKEYAN J.

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